IN THE CLAIMS:

Please cancel Claims 3-5 without prejudice to or disclaimer of the subject matter presented therein.

Please amend Claims 1, 2, 6-11 and 22 as follows.

1.   (Currently Amended) A system having a server and a terminal in communication with each other for embedding a digital watermark in content, comprisingwherein

the server comprises:

a segmentation unit configured to segment objective the content into a plurality of partial contents;

a watermarking unit configured to embed a digital watermark in at least one partial content segmented in said segmentation unit to obtain a watermarked partial content;

a primary encryption unit configured to primarily encrypt the watermarked partial content to obtain a primarily encrypted partial content;

a first transmission unit configured to transmit the primarily encrypted partial content, and other partial contents in which a watermark is not embedded in said watermarking unit, to the terminal;

a primary decryption unit configured to primarily decrypt double encrypted partial content transmitted from the terminal to obtain secondarily encrypted partial content; and

a second transmission unit configured to transmit the secondarily encrypted partial content to the terminal, and

the terminal comprises:

an a secondary encryption unit configured to secondarily encrypt the primarily encrypted at least one partial content of the plurality of partial contents obtained by said segmentation to obtain the double encrypted partial content unit;

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~~a digital watermarking unit configured to embed a digital watermark in the partial content encrypted by said encryption unit;~~

~~a decryption unit configured to decrypt the partial content encrypted by said encryption unit and in which the digital watermark is embedded by said digital watermarking unit; and~~

a third transmission unit configured to transmit the double encrypted partial content to the server;

a secondary decryption unit configured to secondarily decrypt the secondarily encrypted partial content to generate watermarked plain partial content in which the digital watermark is embedded and which is not encrypted; and

a ~~composition~~ synthesis unit configured to ~~combine~~ synthesize the watermarked plain partial content ~~obtained~~ generated by said secondary decryption unit and other partial ~~content obtained by said segmentation~~ contents transmitted from the server by the first transmission unit.

2.   (Currently Amended) The system according to claim 1, wherein said segmentation unit segments the ~~objective contents~~ content on the basis of at least one of a frequency band of the ~~objective contents~~ content, a feature of the ~~objective contents~~ content, and a type of said digital watermarking unit.

3-5.   (Canceled)

6.   (Currently Amended) The system according to claim 1, wherein said digital watermarking unit embeds a digital watermark by a scheme corresponding to a purpose of use of the ~~contents~~ content.

7.   (Currently Amended) The system according to claim 6, wherein the purpose of use of the ~~contents~~ content includes at least one of a print process and monitor process, and

said digital watermarking unit embeds a digital watermark having robustness corresponding to the purpose of use.

8.	(Currently Amended) The system according to claim 6, wherein the purpose of use of the ~~contents~~ content includes a process of the ~~objective contents~~ content using an apparatus, and

said digital watermarking unit embeds a digital watermark corresponding to a type of the apparatus used.

9.	(Currently Amended) The system according to claim 8, further comprising an output unit for outputting the ~~objective contents~~ content after digital watermarking in a data format corresponding to the type of the apparatus used.

10.	(Currently Amended) The system according to claim 1, wherein said digital watermarking unit embeds a digital watermark by a scheme corresponding to the ~~objective contents~~ content.

11.	(Currently Amended) The system according to claim 1, wherein said digital watermarking unit embeds a digital watermark by a scheme corresponding to a format of the ~~objective contents~~ content.

12 – 15. (Canceled)

16.	(Withdrawn) An apparatus for embedding a digital watermark in contents, comprising:

a determination unit configured to determine whether an output style of content is outputting to a display or to a printer; and

a digital watermarking unit configured to embed a digital watermark in the content by a scheme corresponding to a determination result of said determination unit,

wherein said digital watermarking unit embeds a digital watermark for a display in the content when said determination unit determines the content to be output to a display and said digital watermarking unit embeds a digital watermark for a printer in the content when said determination unit determines the content to be output to a printer.

17.   (Withdrawn) The apparatus according to claim 16, wherein said digital watermarking unit embeds a digital watermark having robustness corresponding to the output style.

18 - 21. (Canceled)

22.   (Currently Amended) A method for embedding a digital watermark in contents by a system having a server and a terminal in communication with each other, said method, comprising the steps of :

in the server, segmenting the contents into a plurality of partial contents;

in the server, embedding a digital watermark in at least one partial content segmented in said segmenting step to obtain a watermarked partial content;

in the server, primarily encrypting the watermarked partial content to obtain a primarily encrypted partial content;

in the server, transmitting the primarily encrypted partial content, and other partial contents in which a watermark is not embedded, to the terminal;

in the terminal, the encryption step of secondarily encrypting the primarily encrypted a partial content of a plurality of partial contents obtained by segmenting objective content to obtain a double encrypted partial content;

~~the digital watermarking step of embedding a digital watermark to the partial content encrypted in said encryption step;~~

in the terminal, transmitting the double encrypted partial content to the server;

in the server, primarily decrypting the double encrypted partial content transmitted from the terminal to obtain secondarily encrypted partial content;

in the server, transmitting the secondarily encrypted partial content to the terminal,

in the terminal, secondarily ~~the decryption step of~~ decrypting the secondarily encrypted partial content ~~encrypted in the encryption step~~ to generate watermarked plain partial content ~~and~~ in which the digital watermark is ~~embed in said digital watermarking step~~embedded and which is not encrypted; and

in the terminal, synthesizing ~~the composition step of combining~~ the watermarked plain partial content ~~obtained~~ generated in the ~~decryption~~ secondarily decrypting step and other partial content ~~which are not encrypted~~transmitted from the server in which a watermark is not embedded.

23 - 24 (Canceled)

25.   (Withdrawn) A method for embedding a digital watermark in content, comprising:

the determination step of determining whether an output style of content is outputting to a display or to a printer; and

the digital watermarking step of embedding a digital watermark in the content by a scheme corresponding to a determination result in the determination step,

wherein said digital watermarking step embeds a digital watermark for a display in the content when said determination step determines the content to be output to a display and said digital watermarking step embeds a digital watermark for a printer in the content when said determination step determines the content to be output to a printer.

26. (Withdrawn) A method for embedding a digital watermark in content, comprising:

a determination step of determining a type of apparatus that outputs content; and

a digital watermarking step of embedding a digital watermark in the content by a scheme corresponding to a determination result in the determination step,

wherein the digital watermarking step embeds a digital watermark for a display in the content when said determination step determines that the type of apparatus is a display and said digital watermarking step embeds a digital watermark for a printer in the content when said determination step determines that the type of apparatus is a printer.

27. (Canceled)